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Contract

## **Framework Agreement for the provision of Get Started and Grow Business Services**

Staffordshire County Council  
Cannock Chase District Council  
Stafford Borough Council  
South Staffordshire District Council  
East Staffordshire Borough Council  
Lichfield District Council  
Newcastle-under-Lyme Borough Council  
Staffordshire Moorlands District Council  
Tamworth Borough Council

F03: Contract award notice

Notice identifier: 2024/S 000-015578

Procurement identifier (OCID): ocds-h6vhtk-043b64

Published 16 May 2024, 1:57pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Staffordshire County Council

STAFFORD

#### **Email**

[michelle.davies@staffordshire.gov.uk](mailto:michelle.davies@staffordshire.gov.uk)

#### **Telephone**

+44 1785277116

**Country**

United Kingdom

**Region code**

UKG2 - Shropshire and Staffordshire

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.staffordshire.gov.uk/Homepage.aspx>

Buyer's address

<https://supplierlive.proactisp2p.com/Account/Login>

**I.1) Name and addresses**

Cannock Chase District Council

Cannock

**Email**

[michelle.davies@staffordshire.gov.uk](mailto:michelle.davies@staffordshire.gov.uk)

**Country**

United Kingdom

**Region code**

UKG2 - Shropshire and Staffordshire

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.cannockchasedc.gov.uk/>

### **I.1) Name and addresses**

Stafford Borough Council

Stafford

#### **Email**

[michelle.davies@staffordshire.gov.uk](mailto:michelle.davies@staffordshire.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKG2 - Shropshire and Staffordshire

#### **Justification for not providing organisation identifier**

Not on any register

#### **Internet address(es)**

Main address

<https://www.staffordbc.gov.uk/>

### **I.1) Name and addresses**

South Staffordshire District Council

South Staffordshire

#### **Email**

[michelle.davies@staffordshire.gov.uk](mailto:michelle.davies@staffordshire.gov.uk)

#### **Country**

United Kingdom

**Region code**

UKG2 - Shropshire and Staffordshire

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.sstaffs.gov.uk/>

**I.1) Name and addresses**

East Staffordshire Borough Council

East Staffordshire

**Email**

[michelle.davies@staffordshire.gov.uk](mailto:michelle.davies@staffordshire.gov.uk)

**Country**

United Kingdom

**Region code**

UKG2 - Shropshire and Staffordshire

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.eaststaffsbc.gov.uk/>

**I.1) Name and addresses**

Lichfield District Council

Lichfield

**Email**

[michelle.davies@staffordshire.gov.uk](mailto:michelle.davies@staffordshire.gov.uk)

**Country**

United Kingdom

**Region code**

UKG2 - Shropshire and Staffordshire

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.lichfielddc.gov.uk/>

**I.1) Name and addresses**

Newcastle-under-Lyme Borough Council

Newcastle

**Email**

[michelle.davies@staffordshire.gov.uk](mailto:michelle.davies@staffordshire.gov.uk)

**Country**

United Kingdom

**Region code**

UKG2 - Shropshire and Staffordshire

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.newcastle-staffs.gov.uk/>

**I.1) Name and addresses**

Staffordshire Moorlands District Council

Staffordshire Moorlands

**Email**

[michelle.davies@staffordshire.gov.uk](mailto:michelle.davies@staffordshire.gov.uk)

**Country**

United Kingdom

**Region code**

UKG2 - Shropshire and Staffordshire

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.staffs Moorlands.gov.uk/>

**I.1) Name and addresses**

Tamworth Borough Council

Tamworth

**Email**

[michelle.davies@staffordshire.gov.uk](mailto:michelle.davies@staffordshire.gov.uk)

**Country**

United Kingdom

**Region code**

UKG2 - Shropshire and Staffordshire

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.tamworth.gov.uk/>

**I.2) Information about joint procurement**

The contract involves joint procurement

**I.4) Type of the contracting authority**

Regional or local Agency/Office

**I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Framework Agreement for the provision of Get Started and Grow Business Services

Reference number

IA3325

#### **II.1.2) Main CPV code**

- 79400000 - Business and management consultancy and related services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Staffordshire County Council (SCC) was successful in awarding to

Lot 1 - Get Started and grow in Marketing Services, Website build, Logo and Branding

Lot 2 - Get Started and grow in Social Media and Digital Marketing

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £300,000

### **II.2) Description**

#### **II.2.1) Title**

Get Started and grow in Marketing Services, Website build, Logo and Branding

Lot No

### **II.2.2) Additional CPV code(s)**

- 79411100 - Business development consultancy services

### **II.2.3) Place of performance**

NUTS codes

- UKG2 - Shropshire and Staffordshire

Main site or place of performance

Staffordshire

### **II.2.4) Description of the procurement**

An open over threshold tender was completed to award a Framework Agreement for the provision of Get Started and Grow Business Services.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 20

Price - Weighting: 80

### **II.2.11) Information about options**

Options: No

## **II.2) Description**

### **II.2.1) Title**

Get Started and grow in Social Media and Digital Marketing

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79411100 - Business development consultancy services

### **II.2.3) Place of performance**

NUTS codes

- UKG2 - Shropshire and Staffordshire

Main site or place of performance

Staffordshire

#### **II.2.4) Description of the procurement**

The Council used an open over threshold process to award a Framework Agreement for the provision of Get Started and Grow Business Services.

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 20

Price - Weighting: 80

#### **II.2.11) Information about options**

Options: Yes

Description of options

Option to extend by 3 x 12 months to the 12th May 2026, 12th May 2027 and 12th May 2028

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2024/S 000-005488](#)

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## **Section V. Award of contract**

### **Lot No**

1

### **Title**

Get Started and grow in Marketing Services, Website build, Logo and Branding

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

14 May 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 13

Number of tenders received from SMEs: 13

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Distribute Digital Limited

Birmingham

Country

United Kingdom

NUTS code

- UKG31 - Birmingham

Companies House

12136431

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £150,000

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**Section V. Award of contract**

**Lot No**

1

**Title**

Get Started and grow in Marketing Services, Website build, Logo and Branding

A contract/lot is awarded: Yes

**V.2) Award of contract**

**V.2.1) Date of conclusion of the contract**

14 May 2024

**V.2.2) Information about tenders**

Number of tenders received: 13

Number of tenders received from SMEs: 13

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Cash Cow Marketing Limited

London

Country

United Kingdom

NUTS code

- UKI - London

Companies House

216961724

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £150,000

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**Section V. Award of contract**

**Lot No**

2

## **Title**

Get Started and grow in Social Media and Digital Marketing

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

14 May 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 8

Number of tenders received from SMEs: 8

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Concept Marketing Communications

Hertfordshire

Country

United Kingdom

NUTS code

- UKG1 - Herefordshire, Worcestershire and Warwickshire

Justification for not providing organisation identifier

Sole trader

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £150,000

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## **Section V. Award of contract**

### **Lot No**

2

### **Title**

Get Started and grow in Social Media and Digital Marketing

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

14 May 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 8

Number of tenders received from SMEs: 8

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Electrify Marketing & Communications

West Lothian

Country

United Kingdom

NUTS code

- UKM - Scotland

Companies House

SC522448

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £150,000

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**Section VI. Complementary information**

**VI.4) Procedures for review**

**VI.4.1) Review body**

Staffordshire County Council

Stafford

Country

United Kingdom